

CUSTOMER FOCUS

How well you serve your customers directly affects their opinions of you. By delivering excellent service you help your customers and positively affect their lives. They will benefit from what you do. **The better you do - the better they do.** It's a win-win.

HELPFUL

Commitment - doing the best you can. Demonstrating your commitment to customer satisfaction and continuous service improvements. Being as helpful as possible. From the small acts of kindness and being polite to communicating effectively, doing what needs to be done and going the extra mile. Whether acting on your own or as part of a team or supply chain.

Ownership - taking responsibility for customer satisfaction. Identifying customer needs and taking immediate responsibility. Delivering assistance, kindness, support and solutions (sometimes creative solutions) on time and preferably right first time.

Purpose - this means having a motivating purpose, so that you connect what you do (directly or indirectly) with your mission and purpose as an organisation. This also means finding ways to be a positive influence and helpful to others. Making a contribution and delivering helpful service is a worthwhile purpose.

Excellence - doing your best in every situation and when you can't do the best that you would like to, trying to do the best you can. Learning from all feedback, mistakes or situations that have not gone well, so that you and we can do better.

UNHELPFUL

Disinterested - doing the minimum possible, providing negative or unhelpful responses. Being unfriendly or too casual and personal. Failing to demonstrate and maintain professional behaviours and boundaries.

Negligence - being unaware of customers and their needs, dismissive or uncaring. Treating customers poorly, having no sense of urgency or care for deadlines. Not making customer service one of your top priorities and responsibilities every day.

Indifference - seeing your job as just a job, and customer service as not part of your job. Not finding ways to give excellent customer service, ways to be helpful, professional and responsible.

Careless - not really demonstrating customer service excellence activities, professionalism, care, consideration and attention to detail. Not really showing your desire to serve others to the best of your ability.

PERFORMING

Demonstrating helpful service will make your life and your work more rewarding.

You will develop better skills:

Personal skills -
Being the best you can be

People skills
Being able to influence others in positive ways

Professional skills
Being the best you can be in your role and career

Always just doing your best

